



RORY A. SARMIENTO

GRAPHIC DESIGN + ART DIRECTION

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ABOUT ME

I create visual solutions for brands, businesses, music artists and athletes. I specialize in apparel design, art direction, branding, and layout design of advertising/marketing assets. As an artist I strive to push the boundaries of my craft, and embrace any opportunities to step out of my creative comfort zone.

WORK EXPERIENCE

Co-Founder

COLD CREATIVE | 2020 – PRESENT

- Designed Official merchandise for artists Blxst, Bino Rideaux, Cordae Ohgeesy, P-Lo, Larussell, Dreezy, and many more
- Spearheaded the Cold Creative brand image by conceptualizing and executing seasonal capsule collections and releases
- Created and managed the production of eCommerce products at coldcreative.shop with over 5000 orders and \$500K+ in sales
- Directed the entire apparel operational life cycle of Product Planning, Design, Development and Production from concept through consumer distribution

Lead Graphic Designer

JUSTIN PHU MEDIA | 2018 – PRESENT

- Collaborate with Director of Marketing and Social Media Manager to prepare a social media plan and establish a clear, authentic, consistent social media aesthetic and brand voice
- Develop creative and engaging ad content for use on online and social media platforms
- Assist in driving the creative concept, design and execution of all Digital Marketing (product and brand campaigns)

Graphic Designer

AZTEC SHOPS | 2016 – 2020

- Complete a range of assigned projects for SDSU Bookstore, Dining Services, Athletics including: posters, flyers, signs, social media, web images, emails campaigns, and event collateral
- Assist with event marketing, communication tasks, and production of on-campus displays and signage

EDUCATION

B.A. Graphic Design

SAN DIEGO STATE UNIVERSITY
San Diego, CA
2012 – 2016

STRENGTHS

ART DIRECTION

MERCH DESIGN

BRANDING

DIGITAL ART

PHOTO MANIPULATION

SOCIAL MEDIA CONTENT

REFERENCES

Justin Phu

CEO | JUSTIN PHU MEDIA
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Victor Burnett

PRESIDENT | EVGLE®
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Brandon Murio

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